

Mission Formulation

Mission formulation is a task that should involve all team members. When everyone on the team contributes to the process, there is a collective sense of accomplishment and a high level of commitment.

Elements of a Mission Statement

The mission statement is a combination of specific facts that are integrated with parts of the organization's vision. It must be realistic and in line with the organization's resources and personnel. It must be compelling and attainable. An unrealistic mission statement that cannot be acted upon, only serves to undermine morale and team leadership.

1. What does the team do?

This element defines the purpose of the team. It specifies what the team does, the nature of the team's business, and why the team exists. It must be determined unanimously by all team members otherwise the team will unravel and eventually fall apart.

2. For whom does the team perform its function?

This element defines who the primary customer is that the team serves. It identifies who will receive the benefits of the team's output. There should be interaction with the identified customer and discussion about how the team can meet the customer's needs.

3. How does the team go about doing its job?

Operating principles (ground rules) are the foundation of how team members get things done. They are based on stated values that guide the way team members work with each other. They are determined by examining individual values in relation to other team member values. This examination of values contributes to the establishment of a set of team-stated principles that will serve to guide how the team operates on a day-to-day basis.

Example: Bob Ulrich Management Mission Statement

To inspire, educate and empower people and organizations globally to significantly increase their performance capability while constantly improving the quality of their lives and the lives of others with whom they come in contact.